

MERKIN
PAINTS
AND
ARCHITECTURAL
F I N I S H E S



M. J. MERKIN PAINT COMPANY, INC., NEW YORK, U.S.A.

The MERKIN LABEL

IS AN ASSURANCE OF PAINT QUALITY

Since its inauguration, the policy of the M. J. MERKIN PAINT CO., INC., has been to manufacture paint and varnish products of the highest quality. With quality as our standard, each product bearing the MERKIN label is recognized everywhere as material of exceptional value.

Large scale production, strict laboratory supervision and careful selection of raw materials assure the uniform high quality of our entire line.

Our knowledge of the practical requirements of the master painter and consumer has enabled us to produce paints covering every painting requirement and specification.

The MERKIN line of paint products covers the entire range of protective and decorative coatings for interior and exteriors. They have been selected by Architects and Owners for use on many of the outstanding buildings in the country—a few of which we are listing in this catalog. Our technical staff is at all times available and ready to cooperate in the selection or development of paint for any individual operation.



M. J. MERKIN PAINT CO., Inc.

EXECUTIVE OFFICES—1441 BROADWAY

NEW YORK, U. S. A.

WORKS AND LABORATORIES, LYNDBURST, N. J.

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Structural Steel and Metal Protective Coatings

EXTERIOR AND INTERIOR

M. J. MERKIN PAINT COMPANY, INC., offers a full line of metal protective coatings for exterior and interior application, for either heated or unheated surfaces.

They are supplied in a wide range of color. They provide the maximum covering capacities, depending of course, on the surfaces and technique of application, and are being used every day with great success in doing what they are designed to do — protect and prolong the life of metal surfaces.

(Quick drying, maximum resistance to exposure.)

PRIMING OR SHOP COAT—MERLUX Quick Drying Red Lead applied evenly, full body with brush or spray.

FIRST FIELD COAT—MERLUX Quick Drying Red Lead tinted, applied full body with brush or spray.

SECOND FIELD COAT—MERLUX Quick Drying Finish Coat applied with brush or spray, one or two coats as desired.

PRIMING OR SHOP COAT (Alternate to Above)
Slower Drying.

Metal Protective Coating No. 465 Red Lead or No. 62 Red Oxide applied full body as it comes from container.

FIELD COAT—Metal Protective Coating of color desired.

PAINTING STRUCTURAL STEEL TO BE ENCASED IN CONCRETE OR BRICK

PRIMING OR SHOP COAT—M.P.C. No. 465 Red Lead or No. 62 Red Oxide applied with brush or spray, one or two coats as desired, full body.

FIELD COAT—No. 62 Red Oxide applied full body, or No. 905 Hermetikote Black applied with brush or spray, full body.

PAINTING GALVANIZED IRON

PRIMING OR SHOP COAT—M.P.C. No. 289 Galvanized Iron Primer applied with brush, full body.

FIRST FIELD COAT—Any Merkin Metal Protective Coating as selected.

SECOND FIELD COAT—Any Merkin Metal Protective Coating as selected.

PAINTING HOT SURFACES (Vents, Stacks, Pipes, Flues, etc.)

FIRST COAT—M.P.C. No. 2184 Heat Resisting Black applied in one or two coats. For surfaces carrying temperatures in excess of 200°F. and under 700°F.

SECOND COAT—M.P.C. No. 2184 Heat Resisting Black.

PAINTING METAL ROOFS

FIRST FIELD COAT—Merpaco Roof Paint, of color selected, applied by brushing, full body.

SECOND FIELD COAT—Merpaco Roof Paint of color selected, applied by brushing, full body.

PAINTING BRIDGES, ETC.— ALUMINUM FINISH

PRIMING COAT—M.P.C. No. 465 Red Lead.

FIRST FIELD COAT—M.P.C. No. 589 Structural Gray.

FINISH COAT—No. 2170 Exterior Aluminum.

Recent outstanding structures where MERKIN METAL PROTECTIVE COATINGS were used:

Triboro Bridge, New York City
Lincoln Tunnel, New York City and New Jersey
West Side Highway, New York City
Apex Building, Washington, D. C.
Federal Post Office Building
Vesey Street, New York City
Pulaski Skyway, New Jersey
Department of Interior Building, Washington, D. C.
Textile Building, New York World's Fair
Independent Subway System, New York City
Library of Congress, Washington, D. C.



North Grand Island Bridge, Buffalo, N. Y.

Waddell & Hardesty, Consulting Engineers. Taylor-Fichter Steel Construction Co., Steel Contractors.

Field Coat—N. Y. S. Aluminum

Painting Exterior Surfaces

MERKIN LEAD AND ZINC PAINT is a scientific mixture of pure Carbonate of White Lead, Zinc Oxide, titanium pigment and a small percentage of reinforcing inert pigment, pure linseed oil, driers and turpentine. Ground in modern machinery, expertly supervised and controlled, MERKIN LEAD AND ZINC PAINT is a proper combination of the above-mentioned ingredients producing a paint with a high oil gloss of remarkable covering capacity and extreme durability. Each ingredient is carefully tested before being used, to assure absolute uniformity and final satisfaction to the user.

Supplied in a choice of 28 popular shades. Covering capacity is approximately 360 sq. ft. per gallon, 2 coats on the average surface.

PAINTING EXTERIOR WOODEN SURFACES

FIRST COAT—Merkin Exterior Primer White thinned as directed by the manufacturer.

SECOND COAT—Merkin Lead and Zinc Paint in any color selected, thinned as directed by the manufacturer.

THIRD COAT — Merkin Lead and Zinc Paint in any color selected, thinned as directed by the manufacturer.

FOR EXTERIOR TRIM

FIRST COAT — Merkin Exterior Primer White (See directions.)

SECOND COAT—Merkin Permanent Trim and Trellis Colors, or Decorative Colors.

THIRD COAT — Merkin Permanent Trim and Trellis Colors, or Decorative Colors.

Alternate to Above

PAINTING EXTERIOR WOODEN SURFACES

FIRST COAT—Merkin Exterior Primer White.

SECOND COAT — Merkin T.O.B. (Titanium Oxide Base) thinned in accordance with manufacturer's directions.

THIRD COAT—Merkin T.O.B. (Titanium Oxide Base) thinned in accordance with manufacturer's directions.

PAINTING OF STUCCO EXTERIOR OR INTERIOR SURFACES

FIRST COAT—Merkin Cement and Stucco Paint in the color selected, thinned with Merkin Mixing Sealer as directed.

SECOND COAT—Merkin Cement and Stucco Paint in color selected, no thinner to be used.

THIRD COAT—Merkin Cement and Stucco Paint in color selected, no thinner to be used.

PAINTING EXTERIOR BRICK WALLS

(Flat Finish)

FIRST COAT—Merkin Cement and Stucco Paint in the color selected, thinned with Merkin Mixing Sealer as directed.

SECOND COAT—Merkin Cement and Stucco Paint in color selected, no thinner to be used.

THIRD COAT—Merkin Cement and Stucco Paint in color selected, no thinner to be used.

Alternate to Above

PAINTING EXTERIOR BRICK WALLS

(Gloss Finish)

FIRST COAT—Merkin Cement and Stucco Paint in the color selected, thinned with Merkin Mixing Sealer as directed.

SECOND COAT—Merkin Lead and Zinc Paint in the color selected.

THIRD COAT—Merkin Lead and Zinc Paint in the color selected.

STAINING SHINGLE WALLS AND ROOFS

FIRST COAT—Merkin Shingle Stain in color selected, direct from the container.

SECOND COAT—Merkin Shingle Stain in color selected direct from container.

PAINTING PORCH FLOORS

FIRST COAT — Merkin Wearite Floor-Porch-Deck-Enamel in color selected; thin slightly with turpentine as directed.

SECOND COAT—Merkin Wearite Floor-Porch-Deck-Enamel in color selected without thinning.

THIRD COAT — Merkin Wearite Floor-Porch-Deck-Enamel in color selected without thinning.

PAINTING CANVAS DECKS

FIRST COAT — Wearite Floor-Porch-Deck-Enamel in color selected (See Painting Porch Floors) thinned with small quantity of turpentine.

SECOND COAT—Wearite Floor-Porch-Deck-Enamel in color selected without thinning.

THIRD COAT—Wearite Floor-Porch-Deck-Enamel in color selected without thinning.

Varnishes

AERO VARNISHES represent a combination of the finest raw materials obtainable with utmost care and highest skill in manufacture. They have high resistance to water, do not turn white even in the presence of excessive moisture. They provide a smooth, even film that is highly elastic and won't scratch readily.

Architects may depend on AERO VARNISH quality and

are assured that we adhere consistently to the policy of producing a higher grade of varnish and drier.

This line is represented by Aero Marine Spar Varnish, Aero Rubbing Varnish, Aero Flat Varnish and Aero Floor and Trim Varnish.

All Aero Varnishes are carefully put up in sealed packages bearing the MERKIN label and are guaranteed to be exactly as represented.

Interior Wall Finishes

Finishing the interiors of various kinds of buildings calls for a large variety of materials to meet the requirements of the various structural materials involved and the kind of decorative effect sought.

For all of these conditions Merkin Products offer suitable materials, including attractive flat finishes, gloss finishes, semi-gloss finishes, and other effects.

The Architect is invited to write to M. J. MERKIN PAINT COMPANY for their recommendation when special conditions arise on interior wall decorating as we are equipped to prepare special material in order to serve the Architect whenever necessary.

MERCOTONE FLAT FINISH

MERCOTONE FLAT FINISH is a pure oil paint especially prepared for all interior decoration. It is intended for use on plaster, wood, metal, wallboard, or over wall paper, canvas and burlap, for the decoration of interior walls and ceilings of residences, offices, schools, churches, hospitals, theatres, public buildings, etc.

MERCOTONE FLAT FINISH dries perfectly flat, forming a hard, non-porous, non-absorbent surface.

MERCOTONE FLAT FINISH can be easily and successfully applied by anyone. It flows out easily under the brush and sets slowly, leaving a smooth even finish. When soiled, an application of white soap and luke warm water will remove all dirt, spots, stains, finger marks, etc., making the finish as soft and beautiful as when first applied.

MERCOTONE FLAT FINISH is made in white and fourteen attractive pastel shades giving soft, beautiful tones which will harmonize perfectly with the latest designs and color schemes used in modern modes of interior decoration.

MERCOTONE BRUSHCOAT FLAT is a smooth flat finish.

MERCOTONE TRIPLE BODY FLAT is recommended for stippling.

MERCOTONE EGGSHELL FINISH

MERCOTONE EGGSHELL FINISH is especially created to meet the demands of modern requirements of interior decoration. The smooth, tough and durable film which MERCOTONE EGGSHELL produces, resists to a large extent the smudging and dirt adherence of ordinary paints. Grease, dirt, ink spots, soot, pencil marks, etc., can readily be removed from the MERCOTONE EGGSHELL FINISH by washing with white soap and water without in any way affecting the color or the appearance of the finish.

MERCOTONE EGGSHELL FINISH can be used very advantageously on walls and ceilings of plaster, wood and metal as a finishing coat where a velvetlike or Eggshell Finish is desired. It can be brushed on large walls and ceilings without showing flashes, shiners or brush marks. It can also be used as an enamel undercoat.

MERCOTONE EGGSHELL BRUSHCOAT FINISH produces a soft velvety sheen with the minimum of brush marks.

MERCOTONE EGGSHELL STIPPLE produces an even, softly rounded, pebbled finish with the absence of sharp edges and with a velvet sheen.

MERKIN INTERIOR GLOSS ENAMEL FINISH

Merkin Interior Gloss is an ideal finish for walls and woodwork of Hospitals, Public Buildings, School Rooms, Offices, Hotels and wherever a sanitary, washable, glossy, exceptional covering finish is desirable.

Woodwork and walls assume new life when coated with MERKIN INTERIOR GLOSS. The warm, cheery shades, of which there are six, brighten the kitchen, breakfast nook, bedroom, hallway and walls.

Color card on request.

MERKIN INTERIOR SEMI-GLOSS

This paint imparts a very desirable, soft and restful, semi-gloss finish to walls, ceilings and woodwork. It is washable and durable, particularly fine for kitchens and bathrooms. Dirt, finger marks and grease may be removed with soap and water.

MERKIN INTERIOR SEMI-GLOSS has the utmost hiding power and spreads smoothly under the brush. The colors are permanent and non-fading. There are six popular shades. Color chart on request.

MERLITE WHITE ARCHITECTURAL ENAMEL

An extremely white interior high gloss finish enamel that retains its whiteness indefinitely. For the best type of interior enameling. Brushes easily and flows out to a porcelain-like finish. Merlite has exceptional covering capacity and one coat usually suffices to produce a highly satisfactory job. Merlite is of the quick drying type and dries free of tack in 3 hours and hard over night.

MERKIN "77" ONE COAT INTERIOR WHITE ENAMEL

MERKIN "77" covers the surface in one coat. It is scientifically blended to meet the requirements of the modern interior when a pure white, high gloss finish is essential. This superlative enamel gives perfect coverage in one coat.

MERKIN "77" works easily under the brush and flows freely, leaving a fine, lustrous, dirt-resisting surface without brush marks, ridges or runs. Over previously painted or primed surfaces, "77" Enamel is an ideal finishing coat and the result is always a smooth, pure white finish that is washable and long lasting. This enamel must not be thinned with linseed oil.

MERKIN PRIMER-SEALER

This is a liquid white paint for general interior use as a primer-sealer on plaster, wallboard, brick, cement, wood, etc. It covers well and sizes in one operation. Due to its hard drying and exceptional sealing qualities, it insures to a large extent the evenness and uniformity of the finest coat.

MERKIN No. 57 ENAMEL UNDERCOAT

A flat white undercoat which covers thoroughly and dries to a hard, non-absorbing finish, giving a perfect smooth underbody for enamel.

CEILINGS AND WALLS OF ALL KINDS — WASHABLE FLAT SURFACE FINISH—PLASTER —TEXTURED OR PLAIN, PLASTER SANDED, COMPO-BOARD, CANVAS OR SMOOTH WALLBOARD

FIRST COAT—MERKIN PRIMER-SEALER applied without thinning.

SECOND COAT—MERCOTONE in any color selected, mixed as directed with MERKIN PRIMER-SEALER.

THIRD COAT—MERCOTONE, brush or stipple in the color selected, thinned as per directions and brushed and stippled as directed.

CEILINGS AND WALLS OF ALL KINDS — WASHABLE EGGSHELL FINISH — PLASTER, TEXTURED OR PLAIN PLASTER, SANDED, COM- PO-BOARD, CANVAS OR SMOOTH WALL- BOARD

FIRST COAT—MERKIN PRIMER-SEALER applied without thinning.

SECOND COAT — MERCOTONE EGGSHELL, thinned as directed.

THIRD COAT—MERCOTONE EGGSHELL, thinned as directed, and brushed or stippled as desired.

Note: Third coat may be omitted, if in the interest of economy the architect so decides.

WALLS OF ALL KINDS — SEMI-GLOSS FINISH —PLASTER, SAND FINISHED OR TEXTURED, COMPO-BOARD, CANVAS OR SMOOTH WALLBOARD

FIRST COAT—MERKIN PRIMER-SEALER applied without thinning.

SECOND COAT—MERKIN INTERIOR SEMI-GLOSS in color selected thinned as directed.

THIRD COAT—MERKIN INTERIOR SEMI-GLOSS in color selected, thinned as directed.

GLAZING

If a glazed effect is desired, wait until the last coat is dry, then apply MERKIN GLAZING LIQUID, tinted with MERKIN PURE OIL COLOR to a small section of the wall and stipple or wipe with a crushed cloth or sponge for the effect desired.

EXTRA FINE ENAMEL WALL FINISH FIRST COAT—MERKIN PRIMER-SEALER.

SECOND COAT—MERKIN "57" ENAMEL UNDERCOAT, thinned as directed.

THIRD COAT—MERKIN "77" WHITE ENAMEL, thinned if desired as directed.



Lincoln Tunnel, New York — New Jersey

Port of N. Y. Authority. Taylor-Fichter Steel Construction Co., Steel Contractors. J. I. Haas, Painting Contractor.

Paints Used—Merlux Q. D. Red, Merlux Q. D. Bridge Gray Green



Apex Building, Washington, D. C.

McCloskey & Co., General Contractor.
Edw. W. Minte & Co., Painting Contractor.

Interior Painting—Merkin Specification Lead and Oil Paints

Merkin Paints, Varnishes and Specialties

LEAD AND ZINC READY MIXED HOUSE PAINT (Exterior)

Merkin Lead and Zinc Paint is a scientific mixture of pure carbonate of white lead, zinc oxide, high covering pigment and a small percentage of reinforcing inert pigment, pure linseed oil, driers and turpentine. Ground in modern machinery, expertly supervised and controlled, Merkin Lead and Zinc paint produces a high gloss finish of remarkable covering capacity and extreme durability on exterior and interior surfaces. Made in 28 modern colors, also Black and White.

EXTERIOR PRIMER WHITE

Merkin Exterior Primer White is a ready mixed paint for outside use as a primer on new or previously painted surfaces. Due to its exceptional sealing properties it corrects the faults in many surface conditions which often cause paint failures when the priming is not correct. Merkin Exterior Primer White because of its exceptional hiding qualities provides a better foundation for final coats.

PERMANENT TRIM AND TRELLIS GREENS

Permanent Greens made of non-fading pigments and treated Linseed Oil vehicle, were created to provide extra durability and permanency. The brilliant enduring shades of Permanent are particularly adapted for the painting of Building Trim, Trellises, Window Boxes, Lawn Furniture, Benches, etc. Permanent provides that extra lasting brilliance and serviceability not obtained with ordinary greens.

HALF MOON READY MIXED PAINT

Manufactured from fine pigments and pure linseed oil, Half Moon Ready Mixed paint is a durable, economical exterior and interior House Paint at a moderate price. Made in 22 popular colors, also Black and White.

PASTE PAINTS

T.O.B. SERVICE PASTE is a Titanium Oxide Base Paste Paint for exterior and interior use. Made from Titanox with Zinc Oxide in proper proportions, ground in linseed oil, it makes the whitest, most durable, best covering, easiest working and most elastic paint ever produced. In most cases T.O.B. Paste can be thinned more than gallon for gallon.

WEATHERWITE SERVICE PASTE, a Lead and Zinc Paste Paint which is reduced with linseed oil and turpentine according to the directions on the package. It can be thinned gallon for gallon and produces a white, durable finish on exterior and interior surfaces. Moderately priced Weatherwite Service Paste will meet the requirements of the master painter and layman.

MERPAZ FRENCH PROCESS ZINC OXIDE

Ground in refined linseed oil in accordance with the following formula: Green Seal Zinc Oxide 81%, Refined Linseed Oil 19%.

PURE OIL COLORS

These colors are composed of highest quality pigments, ground in pure linseed oil to exceptional fineness. Strong pigments giving clean tints were selected and the fine grind of Merkin's Extra Quality Pure Oil Colors produces color pastes of maximum tinting strength resulting in greater economy.

Merkin Extra Quality Pure Oil Colors can be used for all types of body color work and for tinting white lead, mixed paints, flat paints, enamels and stains.

CEMENT AND STUCCO PAINT

Merkin Cement and Stucco Paint is a perfect Waterproof Flat Finish for concrete, stucco and brick surfaces. It provides a high grade durable finish, the object being to impart uniformity and beauty in color effect and water-resistance. Made in White and ten colors.

Merkin Cement and Stucco Paint dries with a velvet finish. Also made in gloss where a gloss finish is required.

WEARITE FLOOR-PORCH-DECK ENAMEL

Expressly manufactured for wood floors, decks, porches, concrete and composition surfaces—inside and outside. Produces an extremely hard, glossy, quick drying floor coating. Also suitable for stairs, trim, dado, wainscoting baseboards, etc. Made in 9 colors and also Black and White.



Roosevelt Memorial Bldg., American Museum of Natural History, New York City
Bernard Brindze, Painting Contractor
Interior Painting—New York State Spec. Interior Paints

INTERIOR GLOSS PAINT

An interior enamel finish for woodwork and walls. Made in White and six colors. An ideal gloss for Hospitals, Public Buildings, School-rooms, Offices, Kitchens, Breakfast Nooks, Bedrooms and Hallways.

INTERIOR SEMI-GLOSS PAINT

A satin finish which produces a semi-lustre effect. Made in White and six colors. Attractive on walls and woodwork.

SHINGLE STAIN

Produced from permanent pigment colors, ground in pure linseed oil and reduced with special preserving oils, Merkin Shingle Stains preserve and protect all shingled surfaces giving full richness of color, imparting permanent beauty. Made in eight colors.

VARNISH STAIN—4 HOUR QUICK DRYING

While Merkin Varnish Stain dries quickly, it flows out smoothly and evenly under the brush. It dries with a tough gloss waterproof finish and may be obtained in Light Oak, Maple, Dark Oak, Walnut, Mahogany and Ground Color to produce beautiful effects on floors, furniture or woodwork.

JIGTIME SPEED ENAMEL

As the name implies, Jigtime is a speed enamel. It

answers the modern demand for fast drying—dust free in four hours under normal conditions. The amateur as well as the professional painter can secure perfect results.

The modern home demands bright, cheerful colors. The 18 Jigtime Colors have been selected to meet this popular vogue. Lighter colors may be made with the addition of White. Innumerable new shades and tints can be secured by inter-mixing, as all colors blend perfectly. Jigtime flows and levels to a smooth hard glossy surface. It spreads and covers well and has over 1000 uses inside and outside of any home.

Where a natural wood finish is desired, Jigtime Varnish Stain colors reproduce the effects of wood. They are suitable for floors, old and new, furniture or woodwork.

Supplied in all colors also Black and White.

METAL PROTECTIVE COATINGS

For positive Protection and Long Service, these paints are made from the very best materials obtainable and specially prepared vehicles finely ground to insure maximum covering capacity and texture of film for use on bridges, structural steel, stacks, metal roofs, steel cars, tanks, piping and all metal surfaces.

- No. 291 Black Graphite
- No. 465 Red Lead
- No. 330 Red Lead Graphite
- No. 62 Oxide of Iron
- No. 589 Structural Gray
- No. 2123 Brown Oxide
- No. 216 Olive Green
- No. 2170 Aluminum (Ready Mixed)
- No. 205 Carbon Black
- No. 289 Galvanized Primer (made in Gray and White)
- No. 905 Hermetikote Black
- No. 2184 Heat Resisting Black
- No. 2213 Interior Aluminum
- No. 20 Flat Black

No. 2170 ALUMINUM PAINT SPAR VARNISH VEHICLE

A bright, lustrous, silvery enamel ready to mix, in compartment cans. The upper compartment contains in the proportion of 2 lbs. per gallon of vehicle. For general exterior and interior surfaces where surface does not become red hot.



Kensington House, New York City

H. A. Hyman, Builder. Emery Roth & Sons, Architect.
Hyman Denker, Painting Contractor.

Paints Used—Primer-Sealer, Mercotone Flat Finish and 77 White Enamel

PROTECTO

An exterior enamel paint which dries hard with a lustrous finish for use on all metal surfaces such as railings, fences and bridges. No. 2160 Gloss Green; No. 2150 Gloss Black.

MERZIN

Merzin is made ready for use and prepared for brush or spray application. Easily applied it has fine adherence and remarkable covering power. It offers absolute rust prevention. Merzin contains a large proportion of Zinc Dust together with Zinc Oxide. One ordinary coat can be depended on to obscure entirely a background of any color with an attractive battleship gray finish. Merzin overcomes the difficulty of painting new zinc and galvanized iron surfaces and can be used for priming and finishing.

AERO VARNISHES AND DRIERS

These varnishes represent a combination of the finest obtainable raw materials and the utmost care and highest skill in manufacture. They have high resistance to water and do not turn white even in presence of excessive moisture. They provide a smooth, even film that is highly elastic and does not scratch readily. They are fully described on page 5.

MARINE FINISHES

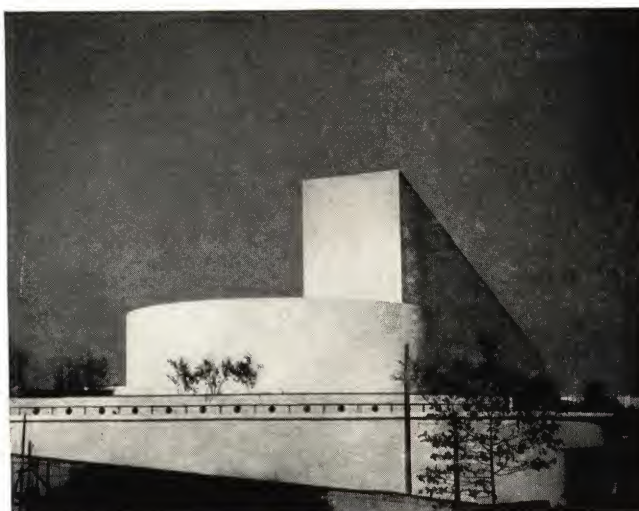
Merkin Marine Finishes are the result of years of experience and intensive research in the requirements of protecting surfaces above and below water. Each product has been produced to achieve a required result. The Topside paints are blends of the proper oil, and modern synthetic gums which have been so highly developed in the past few years. The Bottom paints form a combination of rust preventatives and repellants against barnacles and marine growth.

Merkin Marine Finishes include: Yacht White (Flat, Eggshell, Gloss), Yacht Black (Flat, Eggshell, Gloss), Gas-Proof White, Hull Black, Smokestack Paints, No. 2170 Aluminum Spar Varnish Vehicle, Barge and Lighter Paints, Aero Varnishes, Waterproof Seam Paint, Perfectseal Roof Coating and Cement, Marine Paste Paints.

PUBLIC SCHOOL PAINTS

Approved paint colors and varnishes for interior and exterior use as per specifications of the Board of Education of the City of New York.

P.S. No. 15 Lead, Zinc & Titanium, P.S. Flat (Ceiling and Wall), P.S. Gloss (Ceiling and Wall), P.S. Dado Gloss Brown, P.S. Dado Gloss Gray, P.S. Flat Dado Tan or Gray, P.S. No. 14 Cement Coating, P.S. Concrete Floor Paint, No. 2245 Aluminum, No. 465 Red Lead, No. 467 Iron Oxide, P.S. Green Graphite,



© N. Y. W. F.

Worlds Fair Textile Bldg., Flushing, L. I.

Paints Used—Merkin World's Fair Aluminum,
Merkin Lead and Zinc Paint

P.S. No. 71 Prime Coater, P.S. No. 2269 White Enamel, P.S. Radiator Enamel, P.S. Black Graphite, P.S. Spar Varnish, P.S. Rubbing and Interior Spar Varnish and P.S. Flat Varnish.

MERTEX PLASTIC PAINTS

MERTEX PLASTIC PAINT is the last word in Textural Finish. The only limit to the finishes possible with Mertex is the limit of ingenuity of the human mind. The Beauty and Permanence and Economy of Mertex is for every type of interior.

MERKOTE GLAZE

This product is recommended for use as a mixing liquid to be mixed with oil colors. It will produce the



Triborough Bridge, New York City

Triboro Bridge Authority, Taylor-Fichter Steel Construction Co., Inc.,
Steel Contractors.

Shop Coat—Painted with Merkin Red Lead
Field Coat—Painted with Merkin No. 2802 Aluminum

most beautiful effects when applied and wiped over plastic paint finishes which have been properly sized.

INDUSTRIAL ENAMEL

For all purposes, interior and exterior; for furniture, engines, machinery, wagons and implements and all metal and wood surfaces.

BRITELITE MILL WHITE PAINT

BRITELITE MILL WHITE is an exceptionally fine light diffusing paint that retains its whiteness for a long time. Made in three types, Flat, Eggshell and Gloss.

WHITE GLOSS PAINTS

PLASTICOTE: An interior and exterior heavy bodied gloss white paint. It is pure white and can readily be tinted to any desired shade. Plasticote is adaptable for priming and finishing plastered walls, cement, woodwork and metal surfaces on old and new work. For priming and finishing interior surfaces and priming exterior surfaces.

MERKIN PRIMER-SEALER

A pigmented, hard drying primer for use on interior

plaster, wood or metal surfaces. The perfect primecoat for gloss or flat paints.

STIPPLGLOSS WHITE produces a stippled or combed effect with a gloss finish. It can be tinted to any desired shade. The lustrous gloss finish which Stippl-gloss produces will give charm and beauty to any interior.

WHITE ENAMELS

MERCOLITE ZINC ENAMEL: To produce this enamel, we use White Seal Zinc Oxide and specially treated refined linseed oil. Mercolite is adaptable for use on exterior and interior surfaces. Also made in Eggshell finish.

NAMOLITE ZINC ENAMEL: A long oil product made of pure White Zinc reinforced with high covering pigments. It can be used exterior or interior.

No. 77 ONE COAT ENAMEL: Scientifically blended to meet the requirements of the modern interior. Where a pure White high gloss finish is essential this superlative enamel will give perfect coverage in one coat. Also made in Eggshell finish.

No. 99 ONE COAT ENAMEL: An easy working, good covering enamel for dwelling and apartment use.

EBONIE BLACK—THE LIQUID PROTECTOR

A ready for use Trinidad Asphaltum and Gilsonite coating which flows on like paint and dries quickly to a glossy black durable elastic finish. Ebonie Black can be used on fence posts, fences, castings and pipings, machinery, fire escapes, water tanks, gutters, railings and grillwork, farm implements, screens and nettings, gasoline tanks for under ground use, fire hydrants, standpipes and windmills. For Marine work it can be utilized very handily on all wood and metal surfaces such as railings, brinkers, bilges, winches, wood hulls, etc.

SCREEN PAINTS

Made in Green or Black for painting screens and screen frames.

FILLERS—PASTE AND LIQUID

Made in Paste and Liquid form to fill the pores on new and old wooden surfaces preparatory to varnishing or using shellac.

TOUCH-IT-UP ENAMEL

MERKIN- TOUCH-IT-UP ENAMEL is a high grade fast drying enamel, with excellent hiding, easy brushing and good flowing qualities. MERKIN TOUCH-IT-UP ENAMEL is made expressly for repair painting on scarred or damaged finishes. Articles painted with MERKIN TOUCH-IT-UP ENAMEL are quickly put back in use because of the quick and hard drying properties of this product. MERKIN TOUCH-IT-UP ENAMEL dries to touch in a few hours and



Federal Office Bldg., Vesey Street, New York City

James Stewart & Co., General Contractor.
Bethlehem Steel Co., Steel Contractor.

Shop Coat—U.S.P.O. Red Lead.
Field Coat—Merkin No. 905 Hermetikote Black

hard overnight, producing a high gloss well wearing finish that withstands outside exposure.

AQUASEAL WATERPROOFINGS

Aquaseal Waterproofings are of two kinds:—Integral, for adding to Portland Cement mixtures to produce waterproof concrete or mortar, and colorless for exterior application to brick walls for the prevention or correction of water seepage.

AQUASEAL No. 95 INTEGRAL WATERPROOFING

A saturated solution of metallic salts which when added in definite proportions to the gauging water, produces concrete that is waterproof, dense and easily worked. It lowers the freezing point of the mixture, making it possible to work at temperatures much lower than would otherwise be possible. In addition, this material hastens the initial set of the concrete without affecting its ultimate strength.

No. 92 PERFECTSEAL CONCRETE HARDENING SOLUTION

Perfectseal Concrete Hardening Solution is a liquid mixture of fluosilicates which is used for the hardening and waterproofing of concrete floor surfaces.

This solution penetrates well into the concrete and by its action upon cement, causes the surface to become hard and dense. It will withstand the hardest traffic without dusting or disintegrating. Perfectseal Solution does not in any way affect the appearance of floors to which it is applied and renders cement floors acid proof.

AQUASEAL No. 91 TRANSPARENT WATERPROOFING

A light amber colored compound of stearates and penetrating oils, combined by a process that produces a material which when applied to brick walls, penetrates to a definite depth below the surface and seals the pores against the entrance of moisture. It prevents and checks efflorescence on the face of the brickwork.

AQUASEAL No. 97 COLORLESS WATERPROOFING

A colorless waterproofing which is applied to brick walls and concrete surfaces without affecting the color of light brick or concrete. It penetrates deeply into the surface and seals the pores. Its effect is immediate and lasting.

AQUASEAL ELASTIC CAULKING AND GLAZING COMPOUND

Ready for use, Aquaseal Caulking Compound can be applied with a knife or by means of a Caulking Gun. It is adapted for caulking around window and door frames; pointing up brick and tedda cotta joints, embedding glass in skylights and greenhouses, bedding slate and spanish tile roofs. It adheres firmly to wood, stone, concrete, steel, glass or any other building material. Being weatherproof and waterproof, Aquaseal Caulking Compound never dries hard or brittle. It expands and contracts with the surfaces it joins forming a permanent seal against air, dust and water. Supplied in the following colors: Black, Maroon, Gray, White, Red, Green.

PERFECTSEAL ROOF CEMENT (Liquid and Plastic)

Scientifically made from long fibre asbestos, pure natural asphalt and special waterproofing gums, Perfectseal forms a seamless, weather resisting covering on tin, tar, paper, felt, corrugated iron, canvas, shingles and concrete. It retains its elasticity indefinitely and therefore will not crack or chip off in cold weather or melt soft enough to run in the hot sun. Perfectseal Liquid and Plastic is manufactured in the following colors: Black, Maroon, Bright Red, Bright Green and Gray.

ASPHALT ROOF PAINT

A ready for use Black paint designed to protect roofs and similar surfaces of wood or metal against the action of sun, rain, snow and frost.

A COMPLETE LINE OF



PROTECTIVE COATINGS



BRICKENS CASINO BLDG., New York City
Ely J. Kahn, Archt.
Ebonite on All Elevator Shafts, Interiors Finished with
Plasticote and Mercotone, Structural Steel Painted with
No. 905 Hermetikote Field Coat



LONDON TERRACE APARTMENTS, New York City
Farrar & Watnough, Archts.
Plasticote, Mercotone & Mercolite Enamel on Interiors



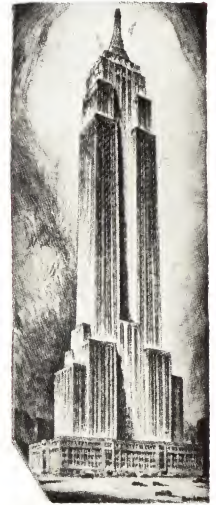
HOTEL NEW YORKER, New York City
Sugarman & Berger, Archts.
Plasticote, Mercotone, Mercolite Enamel
and Wearite Floor Enamel on Interiors



COURT-MONTAGUE BLDG., Brooklyn, N. Y.
H. Craig Severance, Archt.
Damp-proofed with Aquaseal Mastic



WEST SIDE ELEVATED HIGHWAY, New York City
No. 330 Red Lead & Graphite Field Coat



EMPIRE STATE BLDG., New York City
Shreve, Lamb & Harmon, Archts.
Damp-proofed with Aquaseal Mastic



No. 29 BROADWAY, New York City
Sloan & Robertson, Archts.
Structural Steel Painted with No. 62 Iron Oxide
Shop Coat, No. 905 Hermetikote Black Field Coat



NEW WALDORF ASTORIA HOTEL, New York City
Schultz & Weaver, Archts.
All Windows Caulked with Aquaseal Caulking & Glazing Compound



MARITIME EXCHANGE BLDG., New York City
Sloan & Robertson, Archts.
Structural Steel Painted with No. 62 Iron Oxide
Shop Coat, No. 905 Hermetikote Black Field Coat

M. J. MERKIN PAINT COMPANY, INC.

NEW YORK — 1441 BROADWAY

PLANT: LYNDHURST, N. J.